

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter presents appropriate review of theoretical framework of this study. It covers perception, gender, song, and Bruno Mars. The following explanation in every topic will be convey in detail as follow.

#### 2.1 Perception

Perception can be defined etymologically and opinion of experts. The word perception comes from the Latin word '*percipio*' which means receiving or collecting. According to Adler (2002) perception is something beyond a physical being and many important clues can be obtained through examining what a person perceives and the way he or she perceives it. In other words, both women and men have different ways of thinking about something that happens around them and various forms of ideas from perception. According to Michener, DeLamater and Myers (2004) perception can be said as social perception or constructing an understanding of the social world from the data people get through senses.

According to Altman, Valenzi, & Hadgetss (1985), perception may be influenced by four factors, those are selection of stimuli, organization of stimuli, situation, and self-concept. Those factors are defined as follows.

Firstly, selection of stimuli. According to Altman et al. (1985), people select and perceive things differently, commonly they focus on small number which makes every

person has different way to perceive things. That is why perception is relative. For example, in a family there are a father, mother, brother, and sister. Even one family has one type of blood but the taste of interest about something might be different from each other. Such as the father likes fried noodle, the mother more prefer boiled noodle, but the sister even do not like noodle she prefers fried rice while the brother likes sate. That is one a little case that commonly happen in social life. It is because viewpoint of someone is different from others and it is caused by selection of stimuli.

Secondly, organization of stimuli. According to Altman et al. (1985), after the information is collected, the information organized to make it become meaningful. The mind tries to set up the random data by selecting certain data and putting them together. The way someone thinks and sees about something it is different from others. It is caused by background of someone. For example, an environment factor influences the way someone think and the way someone solves and faces a problem. Educated people differ from people who never taste an education. When educated one gets a clue of one situation, they try to find what happen and it happens by remember they previous knowledge that is suitable with the situation. Sure they are wise in solving a problem and think how it happens. While uneducated people when gets a confused situation, they have no idea about what is happening and how it happens.

After that, situation of stimuli. According to Altman et al. (1985), the situation which influences someone to analyze can be in form of someone's familiarity with, expectation about, a situation, as well as their past experiences. It is almost the same variable with organization of stimuli. It enclosed people with their previous experiences.

People who love adventure activity differ from people who use to waste almost of their time to stay at house. The adventurers use to get a problem and solve the problem easily because they have a lot of experiences when adventure activity. While the home-based one, when they get a problem they feel awkward because when stayed at house they never face a problem or serious situation.

Lastly, Self-concept. Altman et al. (1985) said that it is about the way people feel or look themselves. That image is important to help them to look things outside. People who has self-concept will guide them to get positive perception about certain things from outside. For example, people who have self-concept differ with people who have no self-concept in facing a problem. Unsmoker who has self-concept and identity or pride are not easily influenced by the smoker. Even they are friends and often waste their time together the un-smoker who has self-concept does not effected easily by his smoker friend because he can control his mood and curiosity while someone who has no self-concept he is easily influenced by someone else. Because people who has no self-concept also no pride and identity.

Another supporting opinion from Dewey's theory (2010) states that constructivism can build individual and social knowledge. From the three existing theories it can be concluded that rather than teach all of the details such as get experience and knowledge that will lead to a main idea, people will discover the main idea first then derive the details.

According to Sunaryo (2004), perceptions are divided into two types, namely external perception and self-perception. External perception is the perception that occurs due to the arrival of stimuli from outside the individual. Then, self perception refers to the perception that occurs due to the arrival of stimuli from within the individual. In this case the object is yourself.

In a nutshell, perception is the process of realizing or awareness of a situation or something through the senses such as seeing, hearing, and feeling. Perception can also be called impression of how a person responds to phenomena and adjusts to their habits and environment. Either from the experience gained or the knowledge learned will be able to generate ideas and views on something that happens around the individual environment. Ideas that are produced both from oneself even social or cultural interference will produce point of view that are also part of social perception.

## **2.2 Gender**

Gender has become an important part of life and an inseparable part of globalization. Based on UNESCO (2003), gender refers to the roles and responsibilities of men and women that are created in families, societies or/and cultures. Gender equality is achieved when women and men have equal rights, life prospects and opportunities. The existence of equality in every aspect of life can also create inequality in role as well as responsibility. Because of the differences in roles and responsibilities, further opinions are needed to become feedback from each gender population itself. It is called gender analysis. Based on SIDA (2015), gender analysis highlights the differences between women and men in terms of their relative distribution of resources, opportunities,

constraints and power in a given context. Performing a gender analysis allows us to develop responses that are better suited to remedy gender based on inequalities and fill the needs of different population groups.

One of the context related to gender is listening music. Most research on gender and music has focused on genre preferences. According to Colley (2008) says that males tend to prefer harder and non-mainstream forms of popular music such as rock, hard rock and heavy metal. While females have a stronger preference for softer and more mainstream genres such as pop, folk, and classical music. The same opinion from Schwartz and Fouts (2003) states that males are raised to be tough, independent and competitive. Rock and heavy metal are cognitive linked to aggression and assertiveness. It is important aspects in male socialization which explains why males prefer these genres. Then, females are brought up to be romantic, social, flexible and popular. Softer music is associated with feminine traits as emotions and relationships. The conclusion from both opinion is that men prefer music that can be an identity or portrayal of characters while women prefer songs that can describe feelings and romance. According to Hotlzman (2000), generally songs that are enjoyed by men usually tell more about a man's strength and more inclined to an interest in sex while women are more interested in listening to songs that are more likely to be romantic.

Based on the experts' opinions above, it can be concluded that gender is closely related to music, for example in terms of genre. In this study, researchers also uses students 'perceptions as gender perceptions on the Bruno Mars' song "Versace on the

Floor". This research does not focus on genre but on the contents of the lyrics and the language used in the song "Versace on the Floor" itself.

### **2.3 Song**

According to Jamalusi (1988), songs can be said as art works if they are sounded (sung) with the accompaniment of musical devices. Murphey (1992) gives name songs as 'adolescent motherese'. According to him, 'motherese' means the highly affective and musical language that adults use to communicate with infants. Hornby (1995) defines song as a short poem or a number of verses set into music and intended to be sung. Then Moore (1998) says that a song is a particular amalgamation of lyrics, harmonic progression, metric structure and melody.

In the song there are two important elements, namely sounds and lyrics. Lyrics are a collection of words that contain messages to listeners. According to Luxemburg (1989), lyrics does not only about literary genre but also an expression maxim, advertising messages, political slogan, poetic pop songs and prayers. The definition of lyrics is more clearly as stated by Dalin (1994), lyrics are written as a form of interaction between the writer and the listeners. Alonso (2012) says that lyrics are words that make people think. It means lyrics should have an impression or message behind the words contained in the song. The last opinion comes from Awe (2007), a song lyric is also somebody's form of expression from their soul about something they have seen, listened or experienced.

Every song must have lyrics with the delivery of different expressions to convey such as, friendship, love even crime and drugs. Since music is part of the trend, culture

also participates in making good songs. According to Friedlander (1996), love songs have been a majority of all songs written and it is important signpost of cultural development. Over time, the expression of love reflected in song lyrics have changed as an individualistic culture or adult life such as portrayal of women, life in relationships, even sexual activities that not all people consider to be part of culture. As stated by Kalof (1993), sexual imagery of many songs is so powerful that it ultimately defines what is masculine and what is feminine. Therefore, songs that express love and sex cannot be distinguished and become pro-cons for listeners. Because of the many criticisms, the delivery of song lyrics was made hidden in words or phrases in song lyrics.

In sum, the song is the one of the art work that are included to be sung either with or without instrumental accompaniments which has its message. The message contained in lyrics can be delivered depending on how the writer put the expression into the lyrics.

#### **2.4 Bruno Mars' Song "Versace on the Floor"**

Bruno Mars released album *24K Magic* in 2018 with retro style and pop electro funk genre. It is different from his previous album and it is the third album after four years his comeback as a singer. Before that, he released single song with entitled "Versace on the Floor". This song has ballad genre with the nuances of the 80s. "Versace on the Floor" tells about the admiration of a man and a woman who is expressed by praising her beauty. Not only by praising, the man also invites women to do things like dancing, kissing even having to take off women's clothes. A piece of lyrics from Bruno Mars' song, *"underneath the chandelier, we're dancing' all alone. There's no reason to hide what we*

*feeling inside right now. I love that dress but you won't need it anymore, so let's just kiss till we're naked, baby*". From some of the activities contained in the lyrics, this song describes eros love or erotic love. Erotic love as an inclination to form attachment arising from the impression of beauty. From his third album, he received a plaque commemorating after following the Recording Industry Association of America (RIAA) certification. His album, *24K Magic* also remained in the top ten on the Billboard 200 for an impressive 44 consecutive weeks. From now on, Bruno Mars has four albums since he debuted as a songwriter and singer which also has many achievements because of the popularity of his songs.

